LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Steak, not sizzle.

We don't need flash or razzle dazzle to wow you because Merit offers something far more impressive. Merit offers taste. Real, honest-to-tobacco, satisfying cigarette taste. Yet Merit has even less tar than other leading lights. Enriched Flavor™ is the reason. Only Merit has it. Which is why, in a nationwide taste test, Merit was judged as good as or better than cigarettes that have up to 38% more tar. So let 'em sell their sizzle. You know where the real steak is.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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